

Application No. 09/541,197  
Amendment dated  
After Final Office Action of January 3, 2008

Docket No.. MML-003

## **APPENDIX B**

<http://www.theamericancollege.edu/subpage.php?pagelId=333>

#### **Program Completion Requirements**

*To receive these designations (CLU®/ChFC®/RHU®/REBC®/CLF®), you must successfully complete all courses in your selected program, meet experience requirements and ethics standards, and agree to comply with The American College Code of Ethics and Procedures.*

#### **Experience**

Three years of full-time business experience is required for all Huebner School designations. The three-year period must be within the five years preceding the date of the award. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience. Part-time qualifying business experience is credited toward the three-year requirement on an hourly basis, with 2,000 hours representing the equivalent of one year full-time experience. The following activities meet the required business experience qualifications included in the CLU/ChFC/RHU/REBC/CLF certification process.

#### **Insurance and health care**

- Field underwriting and management, including sales and service activities, supervision and management of persons involved in sales or services, or staff support of persons in these activities.
- Company management and operations in positions involving substantial responsibility.

#### **Financial services and employee benefits**

- Client service and related management, including direct contact with clients, supervision and management of persons involved directly in the process of providing financial services or employee benefits, or staff support of persons in these activities.
- Financial institution management and operations in positions involving substantial responsibility.

#### **Other**

- University or college teaching of subjects related to the Huebner School curriculum on a full-time basis at an accredited institution of higher education.
- Government regulatory service in a responsible administrative, supervisory, or operational capacity.
- Activities directly or indirectly related to the protection, accumulation, conservation, or distribution of the economic value of human life; these include the work of actuaries, attorneys, CPAs, investment advisers, real estate investment advisers, stockbrokers, trust officers, or persons in other similar occupations.

### **Code of Ethics**

To underscore the importance of ethics standards for Huebner School designations, the Board of Trustees adopted a Code of Ethics in 1984. Embodied in the Code are the Professional Pledge and eight Canons.

### **The Professional Pledge**

- "In all my professional relationships, I pledge myself to the following rule of ethical conduct: I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself."

### **The Canons**

- I. Conduct yourself at all times with honor and dignity.
- II. Avoid practices that would bring dishonor upon your profession or The American College.
- III. Publicize your achievements in ways that enhance the integrity of your profession.
- IV. Continue your studies throughout your working life so as to maintain a high level of professional competence.
- V. Do your utmost to attain a distinguished record of professional service.
- VI. Support the established institutions and organizations concerned with the integrity of your profession.
- VII. Participate in building your profession by encouraging and providing appropriate assistance to qualified persons pursuing professional studies.
- VIII. Comply with all laws and regulations, particularly as they relate to professional and business activities.

### **Continuing Education**

All CLUs and ChFCs who matriculated after June 30, 1989, and all RHUs, REBCs, and CLFs are subject to the PACE Recertification Program. If you are a CLU, ChFC, RHU, REBC, or CLF who falls into any of the following specified categories, you are required to earn 30 hours of CE credit every two years:

- Licensed insurance agent/broker/consultant
- Licensed security representative/registered investment advisor
- Financial consultant, attorney, accountant, employee benefits specialist, and any other individual who provides insurance, employee benefits, financial planning, or estate planning advice and counsel to the public

If you have earned all 30 CE credits through The American College, you do not have to sign and

file a statement of compliance. The College will record CE credits you earned at The College and notify you when you have met the requirements.

If you are a CLU, ChFC, RHU, REBC, or CLF subject to PACE but do not fall into one of the above categories, you are exempt from the CE requirements. You will be required to notify the College of your exempt status every reporting period, as long as the exemption applies.

**[Click here to read more about PACE requirements.](#)**

Download the [PACE Recertification Form](#).